

**Metropolitan Transportation Commission**  
**September, 2003**  
**Toplines**

**Transportation 2030 Plan**  
**VOTER SURVEY**  
**N = 2,700; Margin of Error =  $\pm$  1.87 percent**

CONVENTIONAL ROUNDING RULES (.5 OR ABOVE IS ROUNDED UP TO THE NEXT WHOLE NUMBER, AND .4 OR BELOW IS ROUNDED DOWN TO THE PREVIOUS NUMBER) APPLY TO THE PERCENTAGES ON THE FOLLOWING PAGES. AS A RESULT, THE PERCENTAGES BELOW MAY NOT ADD UP TO 100 PERCENT.

**SECTION 1 - BIG PICTURE AND TRACKING QUESTIONS**

1. To begin, I'd like to ask you about a number of issues facing residents of the Bay Area. For each issue, please tell me if it is extremely important, very important, somewhat important or not at all important to you personally.

RANDOMIZE	Extremely <u>important</u>	Very <u>important</u>	Somewhat <u>important</u>	Not at all <u>important</u>	No <u>Opinion</u>
A. Maintaining the public transit system -----	24%	44%	24%	6%	2%
B. Reducing crime -----	33%	47%	18%	3%	1%
C. Preventing local tax increases -----	18%	31%	34%	15%	2%
D. Reducing traffic congestion -----	23%	45%	27%	5%	1%
E. Maintaining local streets and roads -----	16%	52%	29%	2%	1%
F. Improving the quality of public education -----	46%	42%	9%	2%	1%
G. Preserving open space and natural habitats -----	26%	42%	25%	5%	1%
H. Protecting San Francisco Bay -----	25%	47%	23%	3%	2%
I. Protecting air quality -----	32%	47%	18%	3%	0%
J. Providing adequate housing -----	20%	43%	28%	8%	2%

## **SECTION 2 – BALLOT TEST – GAS TAX**

2. In the near future, voters in the Bay Area may be asked to vote on local ballot measures. Let me read you a summary of one of the proposals:

In order to relieve congestion and better maintain the region's transportation network, shall the gas tax be increased in all nine Bay Area counties by five cents per gallon for a period of 20 years, with the revenue to be split evenly to fund increased public transit services and local road repairs, such as filling potholes?

If the election were held today, would you vote yes or no on this measure?  
Would that be definitely (yes/no) or probably (yes/no)?

Definitely Yes -----	24%
Probably Yes-----	22%
Probably No -----	13%
Definitely No -----	35%
Don't Know/No Answer -----	7%

### SECTION 3 – ISSUES RELATED TO TRANSPORTATION AND LAND USE

3. Tell me if you agree or disagree with the following statements.

RANDOMIZE

	<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>DK/NA</u>
A. Transportation problems should be addressed regionally instead of by individual cities and counties. -----	41%	27%	13%	11%	7%
B. The Bay Area's 26 different public transit agencies should be consolidated into a few major operators-----	32%	27%	16%	12%	14%
C. Local governments not regional agencies should continue to control land use decisions -----	31%	33%	14%	11%	11%
D. Financial incentives should be used to encourage development along public transit lines. -----	27%	37%	15%	10%	11%
4. Currently in the Bay Area, money for transportation projects is split evenly between public transit --AND-- freeways and roads. In the future, should the region continue to spend it's money on transportation projects evenly or would you prefer to see more money spent on public transit or freeways and roads.					

Status Quo (50/50) ----- 32%  
 More for Public Transit ----- 35%  
 More for Freeways and roads ----- 26%  
 None of the above-----2%  
 Mixed opinions -----2%  
 Don't Know/No Answer/Refused -----3%

#### **SECTION 4 – CUSTOMER SERVICE PROJECTS**

Now I'd like to talk to you about specific transportation projects and programs in the Bay Area.

5. Have you heard, seen, or read about \_\_\_\_\_?

**Randomize**

	<b>YES</b>	<b>NO</b>	<b>DK/NA</b>
A. TransLink, the universal electronic transit-fare card-----	25%	74%	1%
B. 511 and 511.org, traveler information on the phone and on the web-----	33%	66%	1%
C. FastTrak, electronic toll collection device to pay tolls on Bay Area bridges -----	86%	14%	0%

6. How did you first hear about 511 and/or 511.org?

Traffic signs(Blue & White Freeway signs)	21%
Newspaper/magazine article -----	7%
Newspaper/magazine advertising-----	3%
Television news -----	7%
Television advertising -----	11%
Radio news-----	9%
Radio advertising -----	6%
Internet -----	3%
Mail -----	2%
Billboard-----	14%
Promotional event -----	0%
Other(Please Specify -----	13%
Don't Know/No Answer -----	5%

## SECTION 5 – TRANSPORTATION SPENDING PRIORITIES

7. Next I'd like your opinion of ongoing transportation programs in the Bay Area. Please tell me if you think the following programs that operate and maintain the Bay Area's transportation system should have a high priority, medium priority, or low priority.

### RANDOMIZE

	<u>High</u>	<u>Medium</u>	<u>Low</u>	<u>DK/NA</u>
A. Programs that improve connections between the region's 26 transit agencies-----	48%----	36%-----	10%-----	6%-----
B. Installation of metering lights on freeway on-ramps to improve traffic flow----	29%----	41%-----	26%-----	4%-----
C. Provide up to the minute freeway and transit travel times on the phone and web	23%----	41%-----	31%-----	5%-----
D. An electronic fare card to pay for rides on all Bay Area transit systems.-----	39%----	40%-----	18%-----	4%-----
E. Local streets and road maintenance, including filling potholes.-----	56%----	35%-----	8%-----	1%-----
F. Basic local bus service to link low-income communities with jobs and essential services-----	62%----	27%-----	8%-----	2%-----
G. Projects to make existing communities more bicycle, pedestrian and public transportation friendly-----	50%----	34%-----	15%-----	2%-----
H. Replacing worn-out rail cars and buses-----	43%----	40%-----	13%-----	4%-----

8. Of those programs just mentioned, which is the **most** important?

[Letter from Q. 7]

A-----	14%
B-----	6%
C-----	2%
D-----	5%
E-----	23%
F-----	24%
G-----	16%
H-----	5%
Don't Know/No Answer -----	6%

9. Which of the following transportation investments should have a high priority, medium priority, or low priority.

RANDOMIZE

	<u>High</u>	<u>Medium</u>	<u>Low</u>	<u>DK/NA</u>
A. Widen freeways -----	38%	36%	24%	2%
B. Expand local bus service -----	41%	41%	16%	2%
C. Expand local roads -----	21%	43%	33%	3%
D. Expand BART service -----	61%	26%	10%	3%
E. Expand rail services like light rail and CalTrain-----	51%	34%	14%	2%
F. Add more carpool or diamond lanes on freeways-----	26%	35%	38%	2%
G. Expand express bus service on the freeways-----	35%	46%	16%	3%
H. Expand the network of bicycle lanes-----	24%	38%	36%	2%
I. Expand ferry service across the bay -----	29%	41%	26%	4%

10. Of those programs just mentioned, which is the **most** important?  
[Letter from Q. 9]

A-----	20%
B-----	10%
C-----	4%
D-----	30%
E-----	13%
F-----	5%
G-----	5%
H-----	6%
I-----	4%
Don't Know/No Answer -----	3%

## SECTION 6 – LIVING PREFERENCES

11. Which of the following best describes your current home?

Single family detached home----- 70%  
 Apartment----- 17%  
 Condominium----- 9%  
 Mobile home ----- 2%  
 Refused ----- 2%

12. I'd like you to think about what the main factors were in choosing your current home. Let me read a short list of potential factors and for each, please tell me if it was a strong factor, a moderate factor, or not a factor in choosing your home.

Was the \_\_\_\_\_ a strong factor, moderate factor, or not a factor in your decision?

RANDOMIZE

	Strong factor	Moderate factor	Not a factor	DK/NA
A. Affordability -----	69%	21%	8%	1%
B. Size of the lot-----	25%	38%	34%	3%
C. Location relative to your job-----	42%	27%	28%	3%
D. Location relative to shopping -----	22%	40%	36%	1%
E. Location relative to good schools--	44%	16%	38%	2%
F. Availability of public transit -----	24%	24%	51%	2%
G. Overall look and design of the home -----	41%	38%	20%	1%
H. Neighborhood's access to freeways-----	24%	39%	35%	1%
I. Location relative to open space and rural surroundings -----	32%	34%	33%	2%
J. Size of the home -----	40%	41%	17%	2%
K. Safety of the neighborhood -----	67%	21%	10%	1%

13. Many people say they face tradeoffs when choosing a place to live—meaning that they have to give up some things in order to have other things. How do you feel about the following tradeoffs? Other things being equal ...

[ROTATE OPTIONS]

- Would you choose to live in a small home with a small backyard, if it means you have a short commute to work (A), or
- Would you choose to live in a large home with a large backyard, even if it means you would have a long commute to work (B)?

A ----- 57%  
 B ----- 34%  
 Both ----- 1%  
 Neither ----- 4%  
 Don't Know/No Answer/Refused----- 5%

## SECTION 7 – COUNTY HALF-CENT SALES TAXES FOR TRANSPORTATION

Margin of error for county-specific questions equals  $\pm 5.87$  percent

### Sonoma County Question

14a. Next year voters in Sonoma County may be asked to vote on local ballot measures. Let me read you a summary of one of the proposals:

In order to relieve traffic congestion and improve and maintain the region's transportation options, shall the Sonoma County Transportation Authority be authorized to raise a half cent sales tax for Highway 101 improvements, local street maintenance, local bus service, passenger rail service in Sonoma and Marin counties, and bike and pedestrian pathways?

If the election were held today, would you vote yes or no on this measure?  
(GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably (yes/no)?

Definitely yes	-----	47%
Probably yes	-----	23%
Probably no	-----	3%
Definitely no	-----	17%
Don't know/No answer	-----	10%

### Solano County Question

14b. Next year voters in Solano County may be asked to vote on local ballot measures. Let me read you a summary of one of the proposals:

In order to relieve traffic congestion, improve air quality, improve safety, and match federal and state transportation grants, should Solano County be authorized to raise a half-cent sales tax to:

- Widen and improve I-80, I-680 and State Route 12, including the 80/680/12 interchange in Cordelia.
- Maintain and improve city streets and county roads.
- Improve and operate commuter rail and bus services.
- Improve special transit services for seniors and disabled persons.
- Provide for regular audits to ensure that all voter-approved mandates are met.



If the election were held today, would you vote yes or no on this measure?  
 (GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably  
 (yes/no)?

Definitely yes-----	46%
Probably yes-----	21%
Probably no-----	8%
Definitely no-----	21%
Don't know/No answer-----	4%

### **Napa County Question**

14c. Next year voters in Napa County may be asked to vote on local ballot measures. Let me read you a summary of one of the proposals:

In order to relieve traffic congestion, improve air quality, improve safety, and match federal and state transportation grants, should Napa County be authorized to raise a half-cent sales tax to:

- Widen and improve State Route 12, from State Route 29 to the Solano County line, including construction of a new interchange between State Routes 12 and 29.
- Maintain and improve city streets and county roads.
- Improve and operate transit services including VINE local bus service and VINE Go door-to-door services for senior and disabled persons throughout the County.
- Provide passenger rail to and from Solano County
- Provide for regular audits to ensure that all voter-approved mandates are met.

If the election were held today, would you vote yes or no on this measure?  
 (GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably  
 (yes/no)?

Definitely yes-----	40%
Probably yes-----	22%
Probably no-----	11%
Definitely no-----	22%
Don't know/No answer-----	4%

### San Mateo County Question

14d. Next year voters in San Mateo County may be asked to vote on local ballot measures. Let me read you a summary of one of the proposals:

In order to relieve traffic congestion and improve and maintain the region's transportation options shall, San Mateo County authorize an **extension** of the County Transportation Expenditure Plan directing revenues from the County's ½ cent transportation sales tax to:

- repair and repave local streets
- increase funding for public transportation
- construct pedestrian and bicycle paths

with no increase in taxes for local residents.

If the election were held today, would you vote yes or no on this measure?  
(GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably (yes/no)?

Definitely yes-----	34%
Probably yes -----	40%
Probably no -----	7%
Definitely no -----	13%
Don't know/No answer -----	6%

### Contra Costa County Question

Next year voters in Contra Costa County may be asked to vote on a local ballot measure. Let me read you a summary of one of the proposals:

14e. In order to relieve traffic congestion and improve and maintain the region's transportation options, shall Contra Costa County voters authorize an extension of the County Transportation Expenditure Plan directing revenues from the County's half cent transportation sales tax to:

- Extend BART service to Pittsburg and Antioch
- Expand feeder bus and BART parking
- Improve Highway 24, the Caldecott tunnel, Interstates 80 and 680, and widen Highway 4
- Improve transit services for seniors and disabled persons with no increase in taxes for local residents.

If the election were held today, would you vote yes or no on this measure?  
(GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably  
(yes/no)?

Definitely yes-----	55%
Probably yes -----	28%
Probably no -----	6%
Definitely no -----	6%
Don't know/No answer -----	5%

### **Marin County Question**

Next year, voters in Marin County may be asked to vote on local ballot measures. Let me read you one of the proposals:

14f. In order to relieve local traffic congestion and improve and maintain local transportation options, shall Marin County be authorized to raise a half-cent sales tax to:

- fund local road maintenance and local road improvements
- expand and improve local bus service, including improved transit options for seniors and persons with disabilities
- Relieve congestion around schools through enhanced Safe Routes to School and related programs
- fund projects that would expand the opportunity to address local transportation issues and increase options for walking, biking, and carpooling in Marin County.

If the election were held today, would you vote yes or no on this measure?  
(GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably  
(yes/no)?

Definitely yes-----	42%
Probably yes -----	28%
Probably no -----	7%
Definitely no -----	17%
Don't know/No answer -----	6%

## **SECTION 7 – Demographics**

15. Finally, Have you used public transportation in the Bay area in the last 12 months?

Yes -----	65%
No-----	35%
Refused -----	0%

### **Now I have just a few questions for comparison purposes**

A. How many children under the age of 18 live in your household?

One-----	15%
Two-----	14%
Three or more -----	5%
None -----	66%
Refused -----	1%

B. What ethnic group do you consider yourself a part of or feel closest to?

Latino or Hispanic -----	7%
Asian -----	11%
African American or Black-----	6%
Pacific Islander -----	1%
White-----	64%
Other -----	6%
Refused -----	6%

C. Do you regularly commute to work or school?

Yes -----	62%
No-----	37%
Don't know/No answer -----	2%

D. How do you normally get to work or school? Do you: \_\_\_\_\_.  
(MULTIPLE RESPONSES OK)

Drive alone -----	72%
Carpool/vanpool -----	11%
Bus -----	11%
BART -----	9%
Other rail -----	3%
Ferry-----	1%
Bike-----	5%
Walk-----	4%
Motorcycle -----	1%
Don't know/No answer -----	1%

E. Do you currently rent or own your home?

Rent -----	27%
Own -----	71%
Refused -----	3%

F. And now I am going to read some income categories. Please stop me when I reach the category that best describes your total household income before taxes.

Under \$25,000 -----	9%
\$25,000 to \$39,999 -----	9%
\$40,000 to \$49,999 -----	9%
\$50,000 to \$59,999 -----	7%
\$60,000 to \$69,999 -----	6%
\$70,000 to \$79,999 -----	7%
\$80,000 to \$89,999 -----	6%
\$90,000 to \$99,999 -----	4%
\$100,000 to \$149,999 -----	13%
\$150,000 or more-----	10%
Don't know/No answer/Refused -----	19%

G. Finally, would you be interested in participating in a 2-hour meeting to further discuss Bay Area transportation issues and choices? This meeting will be in early October, in your county or nearby, and you would be paid \$75 for your participation.

Yes -----	34%
No-----	66%